AMENDMENTS TO THE CLAIMS:

1. (Currently amended) An initial value-setting system (10) for setting the initial available numbers of times of unitary use (P) of prepaid available number-of-times-of-unitary-use storage media (8) for making use of a certain toll or pay service, the initial value-setting system (10) comprising:

a means for receiving purchase-application data on each medium (8) including its purchase date and time (DT) through a communication network (N),

a storage area for storing the opening date and time (DTS) of advance sale of the media (8),

a storage area for storing the closing date and time (DTO) of the advance sale,

a storage area for storing the closing date and time (DTE) of ordinary sale, as distinct from the advance sale, of the media (8), and

a storage area for storing a target annual sales (Z) of the media (8),

a storage area for storing a selling price (K) of the media (8),

a storage area for storing a toll (E_0) expressed in a number of times of unitary use of the service, a storage area for storing a most preferential initial number of times of unitary use (A) applicable to media (8) purchased during the advance sale, and

a storage area for storing the sales (YT) from the opening date and time of the advance sale (DTS) to the purchase date and time (DT) of each medium (8),

an initial value-setting means for setting the initial numbers (P) of media (8) with purchase dates and times (DT) between the opening and closing dates and times (DTS and DTO) of the advance sale higher than those (P) of media (8) with purchase dates

and times (DT) between the closing dates and times of the advance and ordinary sales (DTO and DTE);

the initial value-setting means having:

a function f_1 to calculate the number of days from the closing date and time of the advance sale to the purchase date and time of each media,

a function f_2 to calculate a preferential initial number of times of unitary use at the purchase date and time of said medium based on the number of days, the most preferential initial number of times of unitary use, and the toll,

a function f_3 to calculate the ratio of the preferential initial number of times of unitary use of said medium to the target annual sales of the media, and

a function f_4 to calculate the final initial number of times of unitary use for said medium based on the ratio and the sales at the purchase date and time of said medium.

2. (Currently Amended)   An initial value-setting system (10) as claimed in claim 1 of which the initial value-setting means sets the initial numbers (P) of media (8) with purchase dates and times (DT) between the closing dates and times (DTO and DTE) of the advance sale in a way such that the earlier the purchase dates and times (DT) of the media (8) are, the larger the initial numbers (P) of the media (8) are.

3. (Currently Amended)   An initial value-setting system (10) as claimed in claim 1 of which the initial value-setting means sets one and the same number (P) for all

media (8) with purchase dates and times (DT) between the opening and closing dates and times of the advance sale (DTS and DTO).

4. (Canceled)

5. (Currently Amended) An initial value-setting device (1) which is a computer and provided with the initial value-setting system (10) according to claim 1, 2, or 3.

6. (Currently Amended) An operating system of prepaid available number-of-times-of-unitary-use storage media (8) for making use of a certain toll or pay service comprising:

the initial value-setting device (1) according to claim 5 which sets the initial available numbers of times of unitary use (P) of the media (8) and has a means for transmitting the initial numbers (P),

purchase-application-data input devices (2) each to input and transmit purchase-application data on each medium (8) to the initial value-setting device (1) through a communication network N, writing devices (3) each to receive the initial number (P) of each medium (8) from the initial value-setting device (1) through the communication network N and write the initial number (P) in said medium (8), and rewriting devices 4 each to rewrite the remaining available number of times of unitary use of said user's medium (8) every time each user makes use of the service.

7. (Currently Amended) An operating system of prepaid available number-of-times-of-unitary-use storage media (8) for making use of a certain toll or pay service comprising (i) the initial value-setting device (1) according to claim 5 which sets the initial numbers of times of unitary use (P) of the media (8) and has a means for transmitting the initial number (P), (ii) mobile communication terminals (5) each including a means for inputting purchase-application data on a medium (8), a means for transmitting the purchase-application data on the medium (8) to the initial value-setting device (1) through a communication network (N), a means for receiving the initial number (P) of the medium (8) from the initial value-setting device (1) through the communication network (N), and a means for writing the initial number (P) in the medium (8), and (iii) a rewriting device (4) to rewrite the remaining available number of times of unitary use of said user's medium (8) every time each user makes use of the service.

8. (Currently Amended) An operating system of prepaid available number-of-times-of-unitary-use storage media (8) for making use of a certain toll or pay service comprising (i) the initial value-setting device (1) according to claim 5 which sets the initial numbers of times of unitary use (P) of the media (8) and has a means for transmitting the initial number (P), (ii) information-processing terminals (6) each including a means for inputting purchase-application data on a medium (8), a means for transmitting the purchase-application data on the medium (8) to the initial value-setting device (1) through a communication network (N), a means for receiving the initial number (P) of the medium (8) from the initial value-setting device (1) through the

communication network (N), and a means for writing the initial number (P) in the medium (8), and (iii) a rewriting device 4 to rewrite the remaining available number of times of unitary use of said user's medium (8) every time each user makes use of the service.

9. (Currently Amended) A prepaid available number-of-times-of-unitary-use storage medium (8) for making use of a certain toll or pay service which is a storage medium to be used in the operating system (1) according to claim 6 and has a rewritable storage area of a number of times of unitary use.

10. (New) An initial value-setting system for setting the initial available numbers of times of unitary use of prepaid available number-of-times-of-unitary-use storage media for making use of a certain toll or pay service, the initial value-setting system comprising:

a device for receiving purchase-application data on each medium including its purchase date and time through a communication network,

a storage area for storing the opening date and time of advance sale of the media,

a storage area for storing the closing date and time of the advance sale,

a storage area for storing the closing date and time of ordinary sale, as distinct from the advance sale, of the media, and

a storage area for storing a target annual sales of the media,

a storage area for storing a selling price of the media,

a storage area for storing a toll expressed in a number of times of unitary use of the service, a storage area for storing a most preferential initial number of times of unitary use applicable to media purchased during the advance sale, and

a storage area for storing the sales from the opening date and time of the advance sale to the purchase date and time of each medium,

an initial value-setting device for setting the initial numbers of media with purchase dates and times between the opening and closing dates and times of the advance sale higher than those of media with purchase dates and times between the closing dates and times of the advance and ordinary sales the initial value-setting device having:

a function f_1 to calculate the number of days from the closing date and time of the advance sale to the purchase date and time of each media,

a function f_2 to calculate a preferential initial number of times of unitary use at the purchase date and time of said medium based on the number of days, the most preferential initial number of times of unitary use, and the toll,

a function f_3 to calculate the ratio of the preferential initial number of times of unitary use of said medium to the target annual sales of the media, and

a function f_4 to calculate the final initial number of times of unitary use for said medium based on the ratio and the sales at the purchase date and time of said medium.